Firestone, ex-wife of tycoon Russell Firestone Jr., after she sued the magazine for printing that her husband had divorced her "on grounds of extreme cruelty and adultery," when in fact the final decree did not include mention of adultery. Time countered by claiming she was a "public figure," a category in which "actual malice" has to be proved in order to collect damages.

The ruling that Mrs. Firestone was not a "public figure" chilled the hearts of editors who have to deal with stories about socialites. "The Firestone decision has made personality journalism increasingly problematical," admits Stolley. "It's a problem for us, when constitutes a public figure. There's a gray area." So far, only female impersonator Jim Bailey, whom People described as a "drag queen," has actually brought suit against the weekly.

Another major legal and ethical consideration is invasion of privacy. The public disclosure of embarrassing facts, such as tax returns, personal letters or photographs taken in the privacy of one's home, can lead to damage suits. To *paparazzo* Ron Galella, however, who has a court order enjoining him from getting closer than 25 feet to Jackie Onassis, invasion of privacy means only physical invasion. "I don't go on the person's property to shoot them, I go on the neighbor's property," says Galella, 45, whose telephoto lens photos of bikini-clad Doris Day caused her to build a 10-foot-high cement wall around her pool.

To many journalists, the privacy question goes beyond legality and becomes a serious ethical dilemma. Nearly all agree that when someone's private behavior affects the public interest it should be exposed, but that unexceptionable rule does not help very much in deciding at what point a person's behavior begins to do so. And most of the nonpolitical celebrities mentioned in the gossip columns have little, if any, impact on public affairs at all.

The new emphasis on accuracy has eased gossip's entry into the respectable press, but it is also a pain in the eavesdrop to the breezier gossip gatherers. "Watergate has ruined gossip," laments R. Couri Hay, 26, the "Celebrity Columnist" for the National Enquirer, which sells 4.5 million copies a week. "Gossip is so documented now it's not even gossip any more. I know people in hospitals dying of complications from face lifts, but I can't print it unless I know the name of the doctor, the time of the operation, the room number in the hospital, and have two eyewitnesses."

Celebrities and public figures themselves are taking much of the mystery—and thunder—away from the columnists. "Television is becoming a professional [illegible] in New York," WPIX-TV [illegible] Dick [illegible] is about to be syndicated to 40 stations. "Burt Reynolds announced 'breaking up with Dinah Shore is like breaking up with the American flag' on TV, Milton Berle chatted about his illegitimate child, and Tennessee Williams couldn't stop talking about his homosexuality. I wish to God the celebrities would just shut up and let *me* think about them for a while."

Bud Strauss—Globe Photos

Warhol with Marisa Berenson: Blessings, not barbs

Veteran columnist Earl Wilson, whose Broadway column has been running in The New York Post for 33 years, is also unsettled by the new outpourings. "Sometimes I'm astonished about what I'm reporting," says the 69-year-old Wilson, who broke the news that Goldie Hawn will marry the father of her unborn child after divorcing her present husband. "But I never wanted to be a minister, I'm just a reporter." Herb Caen, the influential columnist for The San Francisco Chronicle, says, "Nice guys shouldn't write columns because if they do they finish last."

Political figures are sometimes just as quick to answer questions that haven't even been asked. It was former Sen. Harold Hughes, for example, who disclosed that he had been an alcoholic. Rep. Millicent Fenwick has joked openly about her divorce. Raised eyebrows about bachelor Jerry Brown's lack of dates have prompted several of the California governor's campaign aides to point out women and claim that Brown has romanced them. And even Betty Ford told her friends she had been "asked everything but how often I sleep with my husband and if they'd [the press] asked me that, I would have told them: as often as possible." "Aren't we reaping the seeds that were sown by the kids in the '60s—tell it like it is?" suggests Washington Post executive edi-

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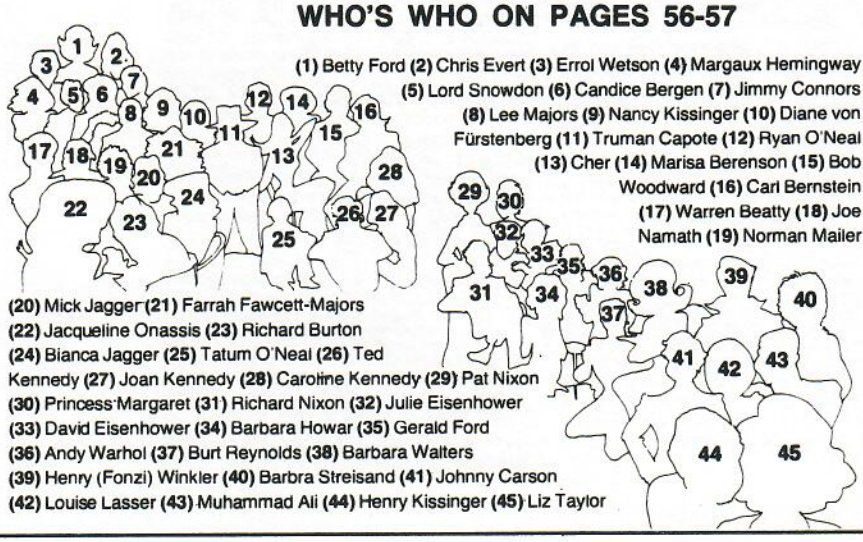

(1) Betty Ford (2) Chris Evert (3) Errol Wetson (4) Margaux Hemingway (5) Lord Snowdon (6) Candice Bergen (7) Jimmy Connors (8) Lee Majors (9) Nancy Kissinger (10) Diane von Fürstenberg (11) Truman Capote (12) Ryan O'Neal (13) Cher (14) Marisa Berenson (15) Bob Woodward (16) Carl Bernstein (17) Warren Beatty (18) Joe Namath (19) Norman Mailer (20) Mick Jagger (21) Farrah Fawcett-Majors (22) Jacqueline Onassis (23) Richard Burton (24) Bianca Jagger (25) Tatum O'Neal (26) Ted Kennedy (27) Joan Kennedy (28) Caroline Kennedy (29) Pat Nixon (30) Princess Margaret (31) Richard Nixon (32) Julie Eisenhower (33) David Eisenhower (34) Barbara Howar (35) Gerald Ford (36) Andy Warhol (37) Burt Reynolds (38) Barbara Walters (39) Henry (Fonzi) Winkler (40) Barbra Streisand (41) Johnny Carson (42) Louise Lasser (43) Muhammad Ali (44) Henry Kissinger (45) Liz Taylor